



**MEDICARE MODERNIZATION ACT
PART D MARKETING TRAINING
CMS HEADQUARTERS, BALTIMORE, MARYLAND**

June 3, 2005 (8:00am-4: 30pm)

Draft Conference Agenda

Topic	Time
<ul style="list-style-type: none">• Registration and Information Table – Open to All Plan Participants	7:00 am – 4:30 pm
<ul style="list-style-type: none">• Orientation for New Plan Participants —Tips for Working with CMS	8:00 am
<ul style="list-style-type: none">• General Session (includes lunch break)<ul style="list-style-type: none">○ Overview of MMA and Part D as related to Marketing○ Marketing Guidelines Overview○ Overview of Health Plan Management System Marketing Module○ Marketing Materials Development○ Marketing Review Process○ Required Marketing Materials<ul style="list-style-type: none">- Pre-enrollment Materials- Post-Enrollment Materials○ Advertising and Telemarketing○ Q & A Session	9:00 am
<ul style="list-style-type: none">• Closing Remarks	4:15 pm
<ul style="list-style-type: none">• General Session Ends	4:30 pm